Summary of Customer Interview

**Project Team**  Team 4

**Part 1. Interviewing Team**

Interview Facilitator Pranav Prasad, Product Manager, TartanWorks Inc.

Interview Recorder Abhinaav Singh, Product Manager, TartanWorks Inc.

**Part 2. Customer Interview**

Customer Nesli Ozdoganlar,Sr. Acad. Program Manager for MS E&TIM

Interview Date/Time September 16, 2021, 1:30 P.M.

Interview Location

<https://cmu.zoom.us/j/98544931508?pwd=OUh2bSt3ZUhvUFlTYUoxT3RzaS84Zz09>

Interview Records

--recording:

https://drive.google.com/drive/u/1/folders/1--yqUe8wEqxJmdDSO2of\_cygdr-EYm\_z

--artifacts: none

**Part 3. Key Findings**

Here’s what we discovered from our interview:

**1 - She really wishes that there was just ONE system for student management.** Right from admission, to evaluations, auditing, etc. She said if the student got in with one system, which carried the student over until graduation, then that would really help her do her job. Chances of error due to manual intervention while copying student data from one system to another would get minimized. It will also be easier to track student data all in one place, without having to sign into 3 different applications. This could be an opportunity as a solution could be envisioned where data from these different platforms could be fetched and displayed on a single dashboard.

**2 - Zoom calls didn’t make her feel connected to the students.** She spoke for quite long about how zoom calls did not make her feel connected to the students. She could not catch the non-verbal cues and could not tell if they were stressed, in trouble or if they were taking care of themselves (based on how they were dressed and how they were generally behaving). This is another area where she thought she was not satisfied with, as part of her role as a program administrator.

**3 - She sees international diversity in her program as a problem.** It is a problem she feels strongly about, but hasn’t completely been able to address it yet. She thinks that like with all other STEM courses, her program also has less diversity. This limits her program in some aspects and she wants improvement in this area. She herself has thought about some potential solutions, like establishing connections with other colleges and companies, hosting recruitment events and trying to get undergraduate students to enroll for the graduate program.

**4 - She pointed out that communication with faculty needs improvement.** She does not feel that she’s able to stay in touch with faculty in a reliable and an effective way. For instance, it’s her job to acquire resources like HBR articles, books, etc for the faculty that they need as part of their classes. She is unable to find out what they need and when, in real time.

**Part 4. Improvement Opportunities**

1 - For the second item above, we did not spend enough time to find out the root cause for her discomfort with Zoom. We should have probed a little more and dug deeper, as the reasons we have for her dissatisfaction with Zoom calls seem to be at a surface level. Since she showed considerable dissatisfaction with Zoom calls, we could have tried understanding the source of her concerns a little more. It would have helped think of the problem in a more holistic way.

2 - Our opening phase was not long enough and we dived into the questions too early. This was a lost opportunity to establish a better rapport with the interviewee.